THE BULLETIN INDEX—1931

Volume XIII—Numbers 1-12 Inclusive

A

Accident Prevention Work in Department Stores 87, 231
Advertising see Sales Promotion Division also 352, 397, 409, 592
Alspaugh, R. B. 675
The Special Sale Problem
Arbitration Insures Against Waste 543
Asbury, Laura L. 609
Initial Training of Salespeople for the Christmas Season

ASSOCIATION
1931 Work Program 229
Publications, Reports and Studies 380
Representative Traveling in Mid-Western States 683
Anagram 408, 656

B

Bachelder, Ruth 423
Sales Leadership
Beach, Charles F. 659
Employment In Retail Stores
Better Fabrics Testing Bureau 300, 360, 420, 478, 544, 614, 672, 742
How to Launder Rayon Knit Undergarments 252
Rayon Industry Faces Its First Critical Test in Preventing Practice of Weighting Rayon Merchandise 615

BOOK REVIEWS
Mortality in Retail Trade 37
Profitable Department Store Management 37
The Retail Executive 61
Organization Engineering 184
Manual of Retail Terms 191
Federal Tax Course 195
1931 Cumulative Supplement to Federal Income Taxation 195
Reducing Seasonal Unemployment 203
Training Contingents 250
Evaluation of Training 250
Profit Principles of Retailing 311
Window Display For Profit 311
Aesop Glim—Advertising Fundamentalist.317
Furniture—Its Selection and Use 462
Organized Business Leadership 641
How to Interview 706
Buchanan, J. E. 535
The Red Flag of Expense Proration
Buete, J. A. 617
Transportation Cost and Receiving Expense Can Be Reduced
Buyer's Job see Merchandise Managers' Division

C

Carzis, D. G. 730
How the Budget is Set Up
Cherry, W. W. 682
An Operating Executive Discusses Factory Prepacking

CHRISTMAS
Get Spirit Started Early 553
Headline Hunter 598
Factory Prepacking of Toys 605
Initial Training of Salespeople 609
Holiday Promotions of Toys 619
Holiday Business 654
Training Plans for Book Department ...665
Christmas Training in the Jewelry Department 739
Clark, Carlos B. 146
The Association Looks at Taxes
Clark, John G.
Can Insurance Expense Be Lowered in 1931 92
The New Transit Form 228
Ways of Protecting the Store's Liability to Its Customers 479
Insurance Problems 549
Clarke, Dr. Crichton 428
Should We Enact the Kelly Resale Price Bill?
Connally, R. P. 465
How Can the Retailer Lower the Present Cost of Distribution?
Cooley, Kay 624
Want Slips as a Buyer Views Them
Cooperation Among Business Men 657
D. F. Kelly, President
Consumer Analysis—see Merchandise Managers' Division also 145, 445, 454, 471, 624
Consumer Appeal of Good Designs, The ..685

CONTROLLERS' CONGRESS,
CONTROLLERS' FORUM
The Sales Tax From the Consumer's Viewpoint 35
1930 Flash Report 37, 89
H. I. Kleinhaus
The Report on Departmental Performances 176
Present Trends and Possible Future Developments in the Department and Specialty Store Business 220
Malcolm P. McNair
Katz Award Essay Contest .. 177, 361, 748
It's Going to Be a Great Convention 242
H. I. Kleinhaus
Getting the Most from Statistics 301
A. H. Klubock
First Katz Award—Departmental Profits
Frances I. Rimbach 361, 421
Second Katz Award—Coordinating Management Policies With the Business Cycle 483
Fred E. King
The Red Flag of Expense Proration 535
J. E. Buchanan
Home Furnishings Division Survey 607
National Advertising, Mentioning Installment Terms 607
Community Installment Policy 607
Boston Department Stores Deferred Payment Credit Policy 608
A Question for the Accounts Receivable or Credit Department Head 608
A Question on Billing 632
Use of the Proceedings 632
Charging Interest on Past Due Accounts Receivable 634
Home Furnishings Survey—Preliminary Report 662
H. I. Kleinhaus
What Are the Limits of Practical Expense Economy 747
How One Store Saved Money On Its Post Office Service 749
Monogrammed Playing Cards Do Not Require An Additional Revenue Stamp ..750
H. I. Kleinhaus
Advisory Committee — Retail Inventory Methods and Standardization Expense Classification 664
Publications 120, 362, 484, 536

CONVENTIONS
Subject Program—20th Annual 23
Substantial Reductions in Railroad Fares 62, 122, 754
Speaker Subject Program—20th Annual . 79
Exhibitors, 20th Annual 86
Build Sound Management from 1930 Experience 142
Paul H. Nystrom
Problems Confronting Us 147
Samuel W. Reyburn
A Review of the Convention 158
Alexander Kaylin
Concurrent, Washington, D. C. 178, 232
Speaker Subject Program, Concurrent ..290
Prices, Profits and Business Recovery ..218
David Friday
Present Trends and Possible Future Developments in the Department and Specialty Store Business 220
Malcolm P. McNair
Management's Job Tomorrow 226
Lew Hahn
Merchandise Managers' Division 240, 310, 368
Sales Promotion Division 245, 297, 369
Educational Exhibit, Concurrent 295
Instructions for Reduced Fares 336
How to Make Merchandising More Profitable 352
D. F. Kelly, President
The Merchant Looks At Advertising ...409
D. F. Kelly, President
Educational Exhibit, 21st Annual 753
Collins, Kenneth
Make Advertising More Productive 161
Distributors and the Depression 414
Credit Bureau, The Value of, in the Community 725
P. A. O'Connell
Crowder, Dorothy 38
A Training Department

D

Dalzell, H. P. 91
Simplified Practice As An Aid to the Merchandiser
Deland, Thorndike 545
Executive Turnover

DELIVERY
Accident Prevention 87, 231
Effective Operation in Handling Increased Delivery Units 427
Abraham Schindel
Selecting, Training and Compensating of Delivery Personnel 486
T. R. Johnson
Expense Control in Wrapping and Packing 547
H. R. Wells
Stores Save on Wrapping and Packing Costs 603
Morris H. Landau
Publications 548, 604
Doten, Carroll W. 6
What Economists Think of the Kelly Resale Price Bill (H. R. 11)

DIRECTORS
Association 137, 216, 280, 282
Regional Vice-Presidents 138
Sales Promotion Division 416
Store Managers' Division 419
Controllers' Congress 422
Personnel Group 424
Traffic Group 426
Retail Delivery Association 426
Merchandise Managers' Division 473

DISTRIBUTION
How Can the Retailer Lower the Present Cost of 465
R. P. Connally
Some Major Problems in Retail 591
D. F. Kelly, President
Dunn, Charles Wesley 13
The Kelly Bill (H. R. 11)

E

EDITORIALS BY CHANNING E. SWEITZER
Economists Oppose Retail Price Fixing . 1
The Kelly Price Fixing Bill Condemned by Lawyer, Congressman and Merchant 2
Retail Price Reductions on Branded Goods 3
Indiana Recommends a Sales Tax 3
Senate Holds Hearings on Vestal Design Copyright Bill 4
The Public Utility Problem 4
"The National Retail Dry Goods Association Is One of the Bright Features of Present Department Store Retailing".. 5
A Great Program in the Making 5
1931 5
Let There By No Special Session of Congress 65
Senate Hears Opponents of Vestal Design Copyright Bill 65
Merchants of Boston Over Three to One Against the Kelly Price Fixing Bill .. 66
No Change in First-Class Mail Rates .. 67
More About Price Declines 68
Rumors 68
It Looks Like a Great Convention 68
D. F. Kelly Honored By His Craft 129
Our New Board of Directors 129
Another Great Convention 129
You Would Hardly Recognize It 130
The House Confesses 130
The German Government Decree Concerning Prices of Trade-Marked Articles.131
Vestal Design Copyright Bill Limited in Scope 132
More About Postage Increases 132
Retail Sales Tax Beaten in Indiana 132
Electrical Merchandising Joint Committee Appointed 133
Planning the Year's Work 134
The Annual Check-up on Operating Expenses 134
The Assistant Secretary of Commerce Says 135
A Splendid Opportunity For More Retail Representation 136

THE BULLETIN INDEX—1931

Volume XIII—Numbers 1-12 Inclusive

A

Accident Prevention Work in Department Stores 87, 231
Advertising see Sales Promotion Division also 352, 397, 409, 592
Alspaugh, R. B. 675
The Special Sale Problem
Arbitration Insures Against Waste 543
Asbury, Laura L. 609
Initial Training of Salespeople for the Christmas Season

ASSOCIATION
1931 Work Program 229
Publications, Reports and Studies 380
Representative Traveling in Mid-Western States 683
Anagram 408, 656

B

Bachelder, Ruth 423
Sales Leadership
Beach, Charles F. 659
Employment In Retail Stores
Better Fabrics Testing Bureau 300, 360, 420, 478, 544, 614, 672, 742
How to Launder Rayon Knit Undergarments 252
Rayon Industry Faces Its First Critical Test in Preventing Practice of Weighting Rayon Merchandise 615

BOOK REVIEWS
Mortality in Retail Trade 37
Profitable Department Store Management 37
The Retail Executive 61
Organization Engineering 184
Manual of Retail Terms 191
Federal Tax Course 195
1931 Cumulative Supplement to Federal Income Taxation 195
Reducing Seasonal Unemployment 203
Training Contingents 250
Evaluation of Training 250
Profit Principles of Retailing 311
Window Display For Profit 311
Aesop Glim—Advertising Fundamentalist.317
Furniture—Its Selection and Use 462
Organized Business Leadership 641
How to Interview 706
Buchanan, J. E. 535
The Red Flag of Expense Proration
Buete, J. A. 617
Transportation Cost and Receiving Expense Can Be Reduced
Buyer's Job see Merchandise Managers' Division

C

Carzis, D. G. 730
How the Budget is Set Up
Cherry, W. W. 682
An Operating Executive Discusses Factory Prepacking

CHRISTMAS
Get Spirit Started Early 553
Headline Hunter 598
Factory Prepacking of Toys 605
Initial Training of Salespeople 609
Holiday Promotions of Toys 619
Holiday Business 654
Training Plans for Book Department ...665
Christmas Training in the Jewelry Department 739
Clark, Carlos B. 146
The Association Looks at Taxes
Clark, John G.
Can Insurance Expense Be Lowered in 1931 92
The New Transit Form 228
Ways of Protecting the Store's Liability to Its Customers 479
Insurance Problems 549
Clarke, Dr. Crichton 428
Should We Enact the Kelly Resale Price Bill?
Connally, R. P. 465
How Can the Retailer Lower the Present Cost of Distribution?
Cooley, Kay 624
Want Slips as a Buyer Views Them
Cooperation Among Business Men 657
D. F. Kelly, President
Consumer Analysis—see Merchandise Managers' Division also 145, 445, 454, 471, 624
Consumer Appeal of Good Designs, The ..685

CONTROLLERS' CONGRESS,
CONTROLLERS' FORUM
The Sales Tax From the Consumer's Viewpoint 35
1930 Flash Report 37, 89
H. I. Kleinhaus
The Report on Departmental Performances 176
Present Trends and Possible Future Developments in the Department and Specialty Store Business 220
Malcolm P. McNair
Katz Award Essay Contest .. 177, 361, 748
It's Going to Be a Great Convention 242
H. I. Kleinhaus
Getting the Most from Statistics 301
A. H. Klubock
First Katz Award—Departmental Profits
Frances I. Rimbach 361, 421
Second Katz Award—Coordinating Management Policies With the Business Cycle 483
Fred E. King
The Red Flag of Expense Proration 535
J. E. Buchanan
Home Furnishings Division Survey 607
National Advertising, Mentioning Installment Terms 607
Community Installment Policy 607
Boston Department Stores Deferred Payment Credit Policy 608
A Question for the Accounts Receivable or Credit Department Head 608
A Question on Billing 632
Use of the Proceedings 632
Charging Interest on Past Due Accounts Receivable 634
Home Furnishings Survey—Preliminary Report 662
H. I. Kleinhaus
What Are the Limits of Practical Expense Economy 747
How One Store Saved Money On Its Post Office Service 749
Monogrammed Playing Cards Do Not Require An Additional Revenue Stamp ..750
H. I. Kleinhaus
Advisory Committee — Retail Inventory Methods and Standardization Expense Classification 664
Publications 120, 362, 484, 536

CONVENTIONS
Subject Program—20th Annual 23
Substantial Reductions in Railroad Fares 62, 122, 754
Speaker Subject Program—20th Annual . 79
Exhibitors, 20th Annual 86
Build Sound Management from 1930 Experience 142
Paul H. Nystrom
Problems Confronting Us 147
Samuel W. Reyburn
A Review of the Convention 158
Alexander Kaylin
Concurrent, Washington, D. C. 178, 232
Speaker Subject Program, Concurrent ..290
Prices, Profits and Business Recovery ..218
David Friday
Present Trends and Possible Future Developments in the Department and Specialty Store Business 220
Malcolm P. McNair
Management's Job Tomorrow 226
Lew Hahn
Merchandise Managers' Division 240, 310, 368
Sales Promotion Division 245, 297, 369
Educational Exhibit, Concurrent 295
Instructions for Reduced Fares 336
How to Make Merchandising More Profitable 352
D. F. Kelly, President
The Merchant Looks At Advertising ...409
D. F. Kelly, President
Educational Exhibit, 21st Annual 753
Collins, Kenneth
Make Advertising More Productive 161
Distributors and the Depression 414
Credit Bureau, The Value of, in the Community 725
P. A. O'Connell
Crowder, Dorothy 38
A Training Department

D

Dalzell, H. P. 91
Simplified Practice As An Aid to the Merchandiser
Deland, Thorndike 545
Executive Turnover

DELIVERY
Accident Prevention 87, 231
Effective Operation in Handling Increased Delivery Units 427
Abraham Schindel
Selecting, Training and Compensating of Delivery Personnel 486
T. R. Johnson
Expense Control in Wrapping and Packing 547
H. R. Wells
Stores Save on Wrapping and Packing Costs 603
Morris H. Landau
Publications 548, 604
Doten, Carroll W. 6
What Economists Think of the Kelly Resale Price Bill (H. R. 11)

DIRECTORS
Association 137, 216, 280, 282
Regional Vice-Presidents 138
Sales Promotion Division 416
Store Managers' Division 419
Controllers' Congress 422
Personnel Group 424
Traffic Group 426
Retail Delivery Association 426
Merchandise Managers' Division 473

DISTRIBUTION
How Can the Retailer Lower the Present Cost of 465
R. P. Connally
Some Major Problems in Retail 591
D. F. Kelly, President
Dunn, Charles Wesley 13
The Kelly Bill (H. R. 11)

E

EDITORIALS BY CHANNING E. SWEITZER
Economists Oppose Retail Price Fixing . 1
The Kelly Price Fixing Bill Condemned by Lawyer, Congressman and Merchant 2
Retail Price Reductions on Branded Goods 3
Indiana Recommends a Sales Tax 3
Senate Holds Hearings on Vestal Design Copyright Bill 4
The Public Utility Problem 4
"The National Retail Dry Goods Association Is One of the Bright Features of Present Department Store Retailing".. 5
A Great Program in the Making 5
1931 5
Let There By No Special Session of Congress 65
Senate Hears Opponents of Vestal Design Copyright Bill 65
Merchants of Boston Over Three to One Against the Kelly Price Fixing Bill .. 66
No Change in First-Class Mail Rates .. 67
More About Price Declines 68
Rumors 68
It Looks Like a Great Convention 68
D. F. Kelly Honored By His Craft 129
Our New Board of Directors 129
Another Great Convention 129
You Would Hardly Recognize It 130
The House Confesses 130
The German Government Decree Concerning Prices of Trade-Marked Articles.131
Vestal Design Copyright Bill Limited in Scope 132
More About Postage Increases 132
Retail Sales Tax Beaten in Indiana 132
Electrical Merchandising Joint Committee Appointed 133
Planning the Year's Work 134
The Annual Check-up on Operating Expenses 134
The Assistant Secretary of Commerce Says 135
A Splendid Opportunity For More Retail Representation 136

A Tribute to Ex-President LeBoutillier.136
Another Congress Becomes History 209
Price Fixing Legislation Condemned by Labor 209
Watch Price Fixing Bills in State Legislatures 210
Retailer Liable For Quality of Branded Merchandise 210
A Legal Post Mortem on the Vestal Bill.211
Kentucky Sales Tax Not Profitable 213
Kentucky Law Limits the Net of Stores Operating on One Per Cent Margin ..213
Governor of North Carolina Opposes Sales Tax 213
Number of Sizes of Wrapping and Packing Supplies Reduced 80 Per Cent 214
Work Program Approved 214
Concurrent Conventions of 1931 215
President Kelly Inaugurates Nation-Wide Campaign on Returned Goods 273
Shall We Lengthen Store Hours 275
Recent Developments in State Sales Tax Legislation 276
Georgia, Florida, Kentucky, Michigan
Chamber of Commerce of U. S. A. Adopts Resolution Condemning State Sales Tax Legislation 277
Supply Report—Source of Major Economies 278
On to Washington 278
California Considers Price Fixing Legislation 279
Herbert J. Tily Elected a Director of the U. S. Chamber of Commerce 280
No Depression in Legislation 337
Returned Goods Program—Progress 337
Retail Price Declines Exceed Wholesale Price Reductions 338
The Views of a Retail Druggist on Price Fixing 339
California Enacts a Price Fixing Bill ...341
More About Sales Taxes 341
Sales Tax Developments by States 342
Ohio, North Carolina, Florida, Alabama
Let Us Learn the Facts About Consolidated and Cooperative Deliveries 342
The Questionnaire Problem 343
Seven Hundred Twenty-Two Stores Report on Expenses and Profits 343
The Concurrent Conventions Exceeded Expectations 344
Merchandising and Sales Promotion Executives Meet 344
Is the Trade Association Justified? 344
Federal Trade Commission's Report Opposed to Price Fixing Legislation 403
President Kelly Speaks on Newspaper Advertising Rates 404
An Open Letter From Your President ..404
Order Valid Without Confirmation 405
State Sales Tax Legislation To Date ...405
How Do Your Figures Check? 406
National Trade Relations Council Organized 407
Changes in Policy? 407
Standardization of Size Terminology ...408
Ira Goldsmith 408
Your Cooperation Needed 457
A Task Well Done 457
New York City Acts On Returned Goods Problem 458
Massachusetts and Connecticut Study Unemployment 459
Trade Relations—In Practical Operation.459
The Good Work Must Go On 521
A Dole System Not the Answer 522
The Merchant and Employment Stabilization 522
Have You Seen Your Senators and Congressmen Yet? 523
Increased Postage Rates Or Decreased Wages 524
The Official Organ of Your Craft 524
Another Contribution to the Literature of Retailing 525
Georgia Sales Tax Bill Killed 525
Governmental Economy As a Substitute For Increased Taxation 585
Stabilization Through Trade Associations —The Swope Plan 586
Sales Tax Arguments Not Based on Facts 587
What Are We Doing About a Good Opportunity? 587
What Price Executive Turnover? 588
The Workroom Manual Is Yours 588
Manufacturers Willing to Cooperate With Electrical Merchandising Joint Committee 589
What Is a Premium? 589
Members Heed the Call 589
Demand For First-Class Postal Increase Up Again 590
Taxation An Outstanding Problem Today.649
The Open Season For Commercial Bribery Is Here 650
Careful Order Placing Plus Careful Order Filling — The Solution to the Wrong Size, Color and Style Problem.652
Interstate Commerce Commission Acts on Freight Rates 653
Retail Delivery Survey Now Under Way.654
Holiday Business 654
Expense Retrenchment Compels Stores to Close Branch Post Offices 655
No Change in Tariff Duty on Lisle Net Hosiery 656
A Practical and Constructive Solution of the Federal Tax Emergency—Recommended by Your Taxation Committee ..713
Electrical Merchandising Program Takes On New Activity 715
Delivery Survey Receives Support of Members 716
Important Ruling of the Treasury Department, Relative to the Reimportation of American Made Fiber Containers 716
At Your Service 717
Greetings 717
Educational Stillfilm Committee
Seeing Yourself As the Customer Sees You 96
Einstein, Arthur W. 298
Organizing The Buyer's Job
Electrical Merchandising Joint Committee
see editorial pages .. 4, 133, 457, 589, 715
Invites Cooperation 286
G. H. Paine
Accepts Statement of Merchandising Procedure 461
D. F. Kelly, President

EMPLOYMENT
In Retail Stores 659
Charles F. Beach
see Personnel Group and Store Managers' Division and 486, 523
Englander, Joseph 684
Price Stabilization

F

FASHIONS
Volume 160, 477
Training in Men's Wear Departments ..289
The New Discrimination in Buying 669
French, Elmer 234
Applying Simplification of Supplies to Store Practice
Friday, David 218
Prices, Profits and Business Recovery

H

Hahn, Lew 226
Management's Job Tomorrow
Hamill, Virginia 540
Better Style in Linens and Blankets
Harvard Report 374, 413, 467
Reports Needed Promptly 166
Malcolm P. McNair
Expenses and Profits of Department Stores in 1930 353
Malcolm P. McNair
Costs Per Transaction 718
Carl N. Schmalz
Henry, Ethel S. 739
Christmas Training in the Jewelry Department
Hughes, John D. 173
How Can We Reduce Markdowns in 1931?

I

Imports, Procedure in Handling 91
Grover C. Zoeller
In Union There Is Strength 139
D. F. Kelly, President

INSURANCE BUREAU
Are Banks Responsible for Check Alterations and Forgery Losses? 27
Can Insurance Expense Be Lowered in 1931? 92
Important Court Decision Affects Self-Insurers 92
The New Transit Form 228
John G. Clark
Ways of Protecting the Store's Liability to Its Customers 479
John G. Clark
Insurance Problems 549
John G. Clark
Is Your Store Fully Protected by Insurance 643

J

Johnson, T. R. 486
Selecting, Training and Compensating of Delivery Personnel

K

Kaylin, Alexander 158
A Review of the Convention

KELLY, D. F., PRESIDENT
In Union There Is Strength 139
How to Keep the Price of Merchandise Down 281
How to Make Merchandising More Profitable 352
Merchandising and Distribution 367
An Open Letter 401
The Merchant Looks At Advertising ..409
Electrical Merchandising Joint Committee Accepts Statement of Merchandising Procedure 461
Some Major Problems in Retail Distribution 591
Cooperation Among Business Men 657

KELLY RESALE PRICE BILL H. R. 11
see editorial .. 1, 2, 3, 66, 130, 131, 209, 210, 279, 339, 341, 403, 523, 587
What Economists Think of the 6
Carroll W. Doten
The Kelly Bill H. R. 11 13
Charles Wesley Dunn
Price Fixing As Seen by An Independent Merchant 22
Benjamin H. Namm
What Newspaper Editors Think 73
Four Hundred Economists Can't Be Wrong 86
The Attitude of Organized Labor Toward the 223
Matthew Woll
How Retailers Feel About Pegged Prices For Advertised Brands 284
Benjamin H. Namm
Should We Enact 429
Affirmative—Dr. Crichton Clarke
Negative—Arthur O. Price
King, Fred E. 483
Coordinating Management Policies With the Business Cycle—Second Katz Award
Kleinhaus, H. I.
1930 Flash Report 89
It's Going to Be a Great Convention ...242
Home Furnishings Survey—Preliminary Report 662
What Are the Limits of Practical Expense Economy 747
How One Store Saved Money On Its Post Office Service 749
Monogrammed Playing Cards Do Not Require An Additional Revenue Stamp.750
Klubock, A. H. 301
Getting the Most from Statistics

L

Landau, Morris H. 603
Stores Save on Wrapping and Packing Costs
Lansburgh, Mark 673
Better Selling As a Means of Reducing Returned Goods
Learned, E. P. 289
Fashion Training in Men's Wear Departments
LeBoutillier, Philip 140
President's Report
Leonard, E. 677
Effective Control of Receiving and Marking Expense Through Budget and Unit Cost
Letter, From President Kelly 401
Lever Act, Fine Imposed Under Returned..196
Linens and Blankets, Better Style in 540
Virginia Hamill
Lyans, Dr. C. K. 490
Non-Marking of Merchandise

M

Mayer, Joseph 669
The New Discrimination in Buying

MERCHANDISE MANAGERS' DIVISION
A Merchandising and Promotional Plan..241
B. Earl Puckett
A Simple Control For Piece Gooods 310
Carl M. Sisk
Merchandising Home Furnishings 330
Sizes Terminology Program Unanimously Adopted 434
Piece Goods Merchandising 493
Want Slips As a Buyer Views Them ..624
Kay Cooley
Publications 202, 240, 472, 538

BUYER'S JOB

The Technique of Buying 31
Jay D. Runkle
How Can We Reduce Markdowns in 1931? 173
John D. Hughes
Practical Merchandising Suggestions ...237
Organizing the Buyer's Job 298
Arthur W. Einstein
A Stock-Taking of Present Merchandising Practices 411
Oscar Webber
Some Current Merchandising Problems ..537
The New Discrimination in Buying 669
Joseph Mayer
How the Budget Is Set Up 730
D. G. Carzis

MERCHANDISING NOTES

Standard Sizing Adopted by Retail Stores.554
What is a Part Wool Blanket? 554
Should There Be a Charge for Alterations in Men's Clothing 556
A Suggestion to Improve Conditions in Dresses 602
Color Coordination Committee 624
Merchandising—200 Years Ago 668
Standard Size Terminology 668
Short Measurements in Linens 668
Wool Content in Blankets 695
Specifications for Labelling Blankets 723
Book Merchandising 751
Merchandising Phases of a Business Depression 752

Merchandising and Distribution 367
D. F. Kelly, President

Merchandising to Consumer Demand 471
P. A. O'Connell

Mertz, Paul A. 95
Induction of the New Executive

Muntwyler, L. E. 425
The Effect of More Units Per Dollar of Sales Volume on Net Profits

McCoy, Dorothy 99, 246, 303, 365
Description of a Training Department

McNair, Malcolm P.
Reports Needed Promptly 166
Present Trends and Possible Future Developments in the Department and Specialty Store Business 220
Expenses and Profits of Department Stores in 1930 353

N

Namm, Benjamin H.
see editorial 587
Price Fixing As Seen by An Independent Merchant 22
Four Hundred Economists Can't Be Wrong 86
How Retailers Feel About Pegged Prices for Advertised Brands 284
Tell the Public What a Sales Tax Means..729

Neely, Frank H. 358
Special Incentives for Increasing Production

Neustadt, Richard 489
Executive Training

Nugent, Wm. D. 551
Standardized Newspaper Advertising

Nystrom, Paul H. 142
Build Sound Management from 1930 Experience

O

O'Connell, P. A.
Controlling Returns from Within the Store 346
Merchandising to Consumer Demand ...471
Value of the Credit Bureau in the Community 725
[illegible] Mrs. O. 743
An Effective System for Controlling Returns to Manufacturers

P

Paine, G. H. 286
Electrical Merchandising Joint Committee Invites Cooperation

PERSONNEL GROUP

Induction of the New Executive 95
Paul A. Mertz
Fashion Training in Men's Wear Departments 289
E. P. Learned
Bridge Shop, The 468
A Short Course for Salespeople 488
Students Contact Business 550
Monette O. Todd
Publications 41, 105, 187, 250, 323, 392, 612

THE WAY WITH PEOPLE

A Training Department 38
Dorothy Crowder
Description of a Training Department .. 99, 246, 303, 365
Dorothy McCoy
Personnel's Contribution to Expense Reduction 171
Michael Schaap
Sales Leadership 423
Ruth Bachelder
Executive Training 489
Richard Neustadt
Why, How and Whom to Promote 529
M. Sidney
Initial Training of Salespeople for the Christmas Season 609
Laura L. Asbury
A Christmas Toy Shop Training Program 611
Martha R. Shelley
Christmas Training Plans for the Book Department 665
Daisy Reed
Christmas Training in the Jewelry Department 739
Ethel S. Henry

PHOTOGRAPHS

Regional Vice-Presidents 138
Volume Fashion 160, 477
Ernest Katz 177
Board of Directors 216, 280
Advisory Council 282
President Hoover & Concurrent Convention Delegates 345
Sales Promotion Division 416
Store Managers' Division 419
Controllers' Congress 422
Personnel Group 424
Traffic Group 426
Retail Delivery Association 426
Merchandise Managers' Division 473
Celia Case 488

Pickernell, A. 481
What About Customer Services?

Plant, George L.
Supply Costs Reduced Through Simplification 469
Workroom Manual for Department and Specialty Stores 621

Postal Rates, see editorial 67, 524, 590

PREPACKING

Economies of Factory 533
H. Nelson Street
Factory Prepacking of Toys for the Christmas Sales 605
H. Nelson Street
An Operating Executive Discusses Factory Prepacking 682
W. W. Cherry

Price, Arthur O. 429
Should We Enact the Kelly Resale Price Bill?

Price Stabilization 684
Joseph Englander

Puckett, B. Earl
A Merchandising and Promotional Plan..241
Retail Sales Taxes 349

R

Reed, Daisy 665
Christmas Training Plans for the Book Department

Reilly, Wm. J. 474
An Approach to the Problem of Local Newspaper Advertising Rates

Rents, see 254, 352, 353, 361, 594

REPORT

President's 140
Philip LeBoutillier
Harvard 166, 353
Malcolm P. McNair
Publications, Reports and Studies of N.R.D.G.A. .... 380 and November issue

Resolution Adopted by the Board of Directors of the U. S. Chamber of Commerce 464

RETURNED GOODS

see editorial 273, 337, 458
How to Keep the Price of Merchandise Down 281
D. F. Kelly, President
O'Connell, P. A.
Controlling Returns from Within the Store 346
P. A. O'Connell
Better Selling As a Means of Reducing Returned Goods 673
Mark Lansburgh
Also 306, 353, 396, 591

Reyburn, Samuel W. 147
Problems Confronting Us

Richert, E. J. 417
Making Workrooms Pay Their Way

Rimbach, Frances I. 361, 421
Departmental Profits—Katz Award

Rosenfeld, Maurice 680
Standardization, Simplification and Economy

Rotto, James 531
Building Profitable Retail Advertising Lists

Runkle, Jay D. 31
The Technique of Buying

S

Sadow, A. J. 287
Rubber Stamp Marking

SALES PROMOTION DIVISION

Appointment of Work Committees 438
Let's Stop Advertising the Depression ..597
H. F. Twomey
Holiday Promotions of Toys 619
Publications 34, 244

PROMOTING THE STORE

What of 1931? 33
Herbert S. Waters
Standards of Practice and Codes of Ethics 97, 243
Joseph B. Sheffield
Make Advertising More Productive 161
Kenneth Collins
For Your Copywriter 296
Dorothy E. Swanson
Distributors and the Depression 414
Kenneth Collins
An Approach to the Problem of Local Newspaper Advertising Rates 474
Wm. J. Reilly
Building Profitable Retail Advertising Lists 531
James Rotto
Standardized Newspaper Advertising ...551
Wm. D. Nugent
The Christmas Headline Hunter 598
Frank W. Spaeth
The Special Sale Problem 675
R. B. Alspaugh
The March Sales Promotion Calendar..735
Frank W. Spaeth

SALES TAX

see editorial .. 3, 132, 213, 276, 341, 342, 405, 457, 521, 525, 585, 587, 649, 713
A Brief, New York 15
From the Consumers' Viewpoint 35
This is the Crucial Year 69
George V. Sheridan
The Association Looks At Taxes 146
Carlos B. Clark
Growth of Sales Taxing in the United States 151
George V. Sheridan
Retail Sales Taxes 349
B. Earl Puckett
Effect of a Sales Tax 357
Malcolm P. McNair
Retail Sales Taxing An Active Issue in One-Half the States 526
George V. Sheridan
What Sales Tax Advocates Are Saying..595
George V. Sheridan
Insidious Features of Kentucky Sales Tax Law 661
George V. Sheridan
Tell the Public What a Sales Tax Means.729
Benjamin H. Namm

Schaap, Michael 171
Personnel's Contribution to Expense Reduction

Schacter, Harry W. 305
Profitable Store Management in 1931

Schindel, Abraham 427
Effective Operation in Handling Increased Delivery Units

Schmalz, Carl N. 718
Costs Per Transaction

Self-Winders 460

Sheffield, Joseph B. 97, 243
Standards of Practice and Codes of Ethics

Shelley, Martha R. 611
A Christmas Toy Shop Training Program
Shepard, Robert F. 156
Reducing Merchandise Costs
Sheridan, George V.
This is the Crucial Year 69
Growth of Sales Taxing in the United States 151
Retail Sales Taxing An Active Issue in One-Half the States 526
What Sales Tax Advocates Are Saying..595
Insidious Features of Kentucky Sales Tax Law 661
Sidney, M. 529
Why, How and Whom to Promote
Sisk, Carl M. 310
A Simple Control For Piece Goods
Smith, Bernard W. 163
Factors Influencing Payroll Expense
Smith, Edwin S. 463
Massachusetts Appoints a Committee on Stabilization
Spaeth, Frank W. 598
The Christmas Headline Hunter
The March Sales Promotion Calendar ..735
Stabilization — Massachusetts Appoints a Committee 463
Standardization, Simplification and Economy 680
Maurice Rosenfeld

STORE MANAGERS' DIVISION
Supply Costs Reduced Through Simplification 469
George L. Plant
Publications 235, 518, 470, 738

STORE MANAGERS' COUNCIL
Operating Costs of Women's Alteration Workrooms in Medium Sized Stores.. 29
Simplified Practice As An Aid to the Merchandiser 93
Factors Influencing Payroll Expense ...163
Bernard W. Smith
Applying Simplification of Supplies to Store Practice 234
Elmer French
Profitable Store Management in 1931 305
Harry W. Schacter
Special Incentives for Increasing Production 358
Frank H. Neely
Making Workrooms Pay Their Way 417
E. J. Richert
What About Customer Services? 481
A. Pickernell
Executive Turnover 545
Thorndike Deland
Workroom Manual for Department and Specialty Stores 621
George L. Plant
Better Selling As a Means of Reducing Returned Goods 673
Mark Lansburgh
Employee Shopping During Store-Wide Sales 737
Street, H. Nelson 533
Economies of Factory Prepacking
Factory Prepacking of Toys for the Christmas Sales 605
Supply Simplification 93, 214, 234, 278, 469, 680
Sweitzer, Channing E., Editorials .. 1, 2, 3, 4, 5, 65, 66, 67, 68, 129, 130, 131, 132, 133, 134, 135, 136, 209, 210, 211, 213, 214, 215, 273, 275, 276, 277, 278, 279, 280, 337, 338, 339, 341, 342, 343, 344, 403, 404, 405, 406, 407, 408, 457, 458, 459, 521, 522, 523, 524, 525, 585, 586, 587, 588, 589, 590, 649, 652, 653, 654, 655, 656, 713, 715, 716, 717
The Vestal Design Copyright Bill 149
Swenson, Dorothy E. 296
For Your Copywriter

T

TARIFF
Important Ruling of Treasury Department 724
TAXES
Contributions to Civic and Other Similar Organizations Deductible 373
Thompson, George V. 541
Centralized Versus Decentralized Receiving, Marking and Stockkeeping
Todd, Monette O. 550
Students Contact Business
TRAFFIC GROUP
Reducing Merchandise Costs 156
Robert F. Shepard
Rubber Stamp Marking 287
A. I. Sadow
The Effect of More Units Per Dollar of Sales Volume on Net Profits 425
L. E. Muntwyler
Non-Marking of Merchandise 490
Dr. C. K. Lyans
Centralized Versus Decentralized Receiving, Marking and Stockkeeping 541
George V. Thompson
Why Pay More Than 40% for a Freight Auditing Service 616
Transportation Costs and Receiving Expense Can Be Reduced 617
J. A. Buete
Effective Control of Receiving and Marking Expense Through Budget and Unit Cost 677
E. Leonard
An Effective System for Controlling Returns to Manufacturers 743
Mrs. O. Osborn
Publications 678, 744
Twomey, H. F. 597
Let's Stop Advertising the Depression

W

Waters, Herbert S. 33
What of 1931?
Webber, Oscar 411
A Stock-Taking of Present Merchandising Practices
Wells, H. R. 545
Expense Control in Wrapping and Packing
WOOL
Effective Date of Ruling for Labeling Knit Underwear 51
What is a Part Wool Blanket? 554
Wool Content in Blankets 695
Specifications For Labelling Blankets ..723
Woll, Matthew 223
The Attitude of Organized Labor Toward the Capper-Kelly Bill
Workrooms, see Store Managers' Division

V

Vestal Copyright Design Bill, see editorial 4, 65, 132, 211
An Act Amending the Statutes 19
Automobile Association Asks to Be Excluded 71
Memorandum in Opposition to the Bill.. 77
Vestal Copyright Design Bill 149
Channing E. Sweitzer

Z

Zoeller, Grover C. 91
Procedure in Handling Imports

A

Acme Meter Service Corp. 709, 771
America Fore Group of Insurance Company, The 205, 335, 455, 575, 711
American Numbering Machine Co. .. 123, 271, 329, 395, 447, 571, 641, 703
Associated Flexotile Operations ...April cover

B

Bauman, J. R. Normal Model Form, Inc. 124, 125
Brown, S. P. Company 453, 775
Burroughs Adding Machine Company .... 47, 103, 185, 249, 309, 383, 435, 499, 557, 629, 691, 761.

C

Clark, W. R. Printing & Binding Co., Inc. 451, 517, 581

D

Dennison Manufacturing Company 399

E

Ernst & Ernst .. 51, 105, 187, 251, 311, 385, 437, 501, 561, 631, 695, 767.
Equitable Paper Bag Co., Inc. .... January, February, March, May cover

F

Fisher, D. A., Inc. 519, 707

G

Ganter, F. X. Company..57, 111, 195, 263, 325
G&G Atlas Systems, Inc. 59, 113, 197
General Office Equipment Corporation 327
Grand Rapids Store Equipment Corp. .. January, February, March, April, May, June, July, August, September, October, November, December cover

H

Hotel Governor Clinton ..... 443, 507, 573, 639, 699, 769.
Hotel Lincoln 449, 515, 567, 643, 705, 773
Hotel Pennsylvania .. 331, July cover, 579, November cover
Hotel Times Square 693, 777

I

Insurance Company of North America, The 207, 397, 583
International Tag Company .... October cover

K

Kimball, A. Company .. 63, 115, 191, 265, 317, 393, 441, 511

L

Lamson Company, The 201, 257, 319
Levis, Ben F. 127

M

Monarch Marking System Company, The 49, 107
Monroe Calculating Machine Co., Inc. ..117, 259, 389, 505, 637, 763
McGraw-Hill Book Co., Inc. 333

N

National Cash Register Company, The .. 43, 101, 183, 247, 307, 381, 433, 497, 555, 627, 689, 759
Northwestern Furniture Co. .. 57, 111, 195, 263, 325

O

Otis Elevator Company .... 261, 391, 509, 647, December cover

P

J. R. Palmenberg's Sons, Inc. ... August, September cover

Q

Quincy Show Case Works, The 57, 111, 195, 263, 325

R

Remington Rand, Inc. 53, 109, 189, 253, 313, 387, 439, 503, 563, 633, 697, 765

S

Soabar Company .. 119, 199, 269, 323, 513, 577, 645

V

Van Duyne-Moran Fixtures Co. 121

W

Willmark Service System, Inc. .. 55, 193, 255, 315, June cover, 565, 635
Wolf Brothers .. 61, 203, 267, 321, 445, 569, 701